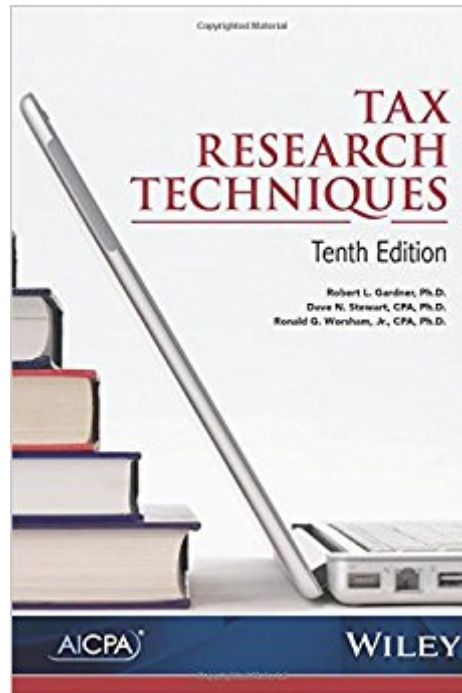




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Tax Research Techniques provides a working knowledge of the methodology of implementation-based tax research. Drawing on the latest developments in online research, the authors reveal how to ask the right questions, organize the facts, locate and assess pertinent authority, and clearly communicate research findings. The Trusted Research Training Manual for Over 30 Years As tax laws and tax research methods have changed over the past three decades, Tax Research Techniques has been a trusted resource to guide students and practitioners alike to best practices for efficient tax research. This latest edition updates examples and illustrations to highlight changes in tax law and online tax research over the past several years. Tax Research Techniques will sharpen your knowledge of these five key tax research procedures: How to Get the Facts How to Ask Expert Questions How to Search for the Right Authority How to Resolve the Question How to Communicate Your Conclusions New and updated sections reflect the continuously evolving advances in the technology of Web-based research.

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"While it's impossible to receive a one-size-fits-all marketing plan, Bonnie manages to provide readers with enough guidance, tips and tools to help even the marketing-adverse develop relevant marketing strategies and tactics. Online marketing has never been so easy to understand or implement." —Katie Tolin, Regional Marketing Director, BDO, Immediate Past President (2014–2015), Association for Accounting Marketing "With digital marketing changing so quickly, it may seem hard or intimidating for some to try to keep up. Even given these constant

changes, this book provides a good solid foundation for newcomers to digital marketing while also providing some new insights for those who've been around the digital marketing block. So whether you're looking to get started or just want confirm you've got your bases covered already, there's something in here for all experience levels."

•Laura Snyder, Crowe Horwath LLP "As far as I'm concerned, this is a "must-read" book for any accounting firm that wants to grow. It's thorough, insightful, and most importantly filled with practical ideas on how to implement sound marketing principles. Bonnie's done a masterful job of bringing a very complex field of information together into a clear, well-written marketing "bible" that can help any firm develop and implement a very effective marketing plan. Well done!"

•Rick Solomon, CPA, CEO & Founder, Center for Enlightened Business

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